

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

Claims 1-16 are cancelled.

17. (Currently Amended) A computer implemented method for managing and distributing offers, the method comprising:

producing a marketing campaign comprising a plurality of offers specified by offer data processing rules, executed by the computer, from which one or more of the offers are identified for targeting specific individuals, with at least one of the offer data processing rules being a set of time based rules, the time based rules including at least one of a direct rule that immediately instantiates offers based on an offer campaign, a triggered rule that instantiates offers based on the occurrence of particular conditions, and a staged rule that instantiates offers based on user interaction with previous offers;

selecting one of the time based rules comprising computer instructions to determine a subsequent set of offers to send to based on a predetermined time interval as the specific individuals interact with each of the set of offers;

prioritizing by the computer the set of offers for an individual to determine which offer or offers from the set of offers should be sent to the individual, ~~with prioritizing being based at least in part upon at least one privacy characteristic defined by the individual;~~

selecting a prioritized offer from the prioritized set of offers for delivery to the individual associated with the prioritized set of offers; and

delivering the selected prioritized offer to the associated individual over one of a plurality of different types of delivery channels, associated with the prioritized offer.

18. (Currently Amended) The method of claim 17 ~~wherein~~ further comprising:
determining a channel to select is based at least in part on a user's response to an offer.

19. (Currently Amended) The method of claim 17 further comprising: limiting the number of prioritized offers using ~~the~~ at least one privacy characteristic defined by the individual in the form of feedback from the customer to prohibit or limit the frequency of various types of offers.

20. (Currently Amended) The method of claim 17 wherein ~~selecting from the set of offers~~ delivering the selected prioritized offer comprises:

allocating the selected prioritized offer according to a capacity associated with each of the channels.

21. (Previously Presented) The method of claim 20 wherein the capacity of the channels is related to monetary costs associated with of the channels.

22. (Previously Presented) The method of claim 20 wherein the capacity of the channels is related to a physical capacity of the channels.

23. (Currently Amended) The method of claim 17 ~~wherein prioritizing based at least in part upon at least one privacy characteristic defined by the individual includes~~ further comprising: accepting information from the individual and limiting selection of the offer for delivery to the individual according to the accepted information.

24. (Previously Presented) The method of claim 23 wherein the accepted information characterizes acceptable timing of presentation of offers to the individual, and limiting selection of the offer includes scheduling selection of the offer to the individual according to the acceptable timing.

25. (Previously Presented) The method of claim 17 wherein channels comprise direct postal mailings, solicitations by sales agents, email, Web delivery, and personalized location-based delivery of advertising to handheld devices.

26. (Previously Presented) The method of claim 17 wherein producing a marketing campaign comprises:

preparing data characterizing target groups of individuals associated with the offers.

27. (Previously Presented) The method of claim 17 wherein producing a marketing campaign comprises:

preparing data characterizing information to present with the offers.

28. (Previously Presented) The method of claim 17 further comprising:
tracking activities of the individuals to whom the offers were targeted; and
reporting statistics related to an effectiveness of the plurality of offers.

29. (Previously Presented) The method of claim 17 further comprising:
tracking activities of the individuals to whom the offers were targeted; and
delivering a sequence of related offers to those individuals based on their tracked activities.

30. (Canceled)

31. (Currently Amended) An offer management system comprising:
a computer system comprising:
a processor;
memory; and
a computer-readable media storing a computer program product comprising instructions executed in memory and causing the processor to:

produce a marketing campaign comprising a plurality of offers specified by templates and/or rules from which one or more of the offers are identified for targeting specific individuals, with at least one of the offer data processing rules being a set of time based rules, the time based rules including at least one of a direct rule that immediately instantiates offers based on an offer campaign, a triggered rule that instantiates offers based on the occurrence of particular

conditions, and a staged rule that instantiates offers based on user interaction with previous offers;

receive a selection of one of the time based rules to determine ~~determining~~ a subsequent set of offers to send to based on a predetermined time interval ~~as the specific individuals interact with each of the set of offers;~~

~~prioritize the set of offers for an individual to determine which offer or offers from the set of offers should be sent to the individual, with prioritizing being based at least in part upon at least one privacy characteristic defined by the individual;~~

~~select a prioritized offer from the prioritized set of offers for delivery to the individual associated with the prioritized set of offers; and~~

cause a delivery of the selected prioritized offer to the associated individual over one of a plurality of different types of delivery channels, associated with the prioritized offer.

32. (Currently Amended) The offer management system of claim 31 wherein the computer program product further comprises instructions to:

track activities of the individuals to whom the offers were targeted; and
report[[ing]] statistics related to an effectiveness of the plurality of offers.

33. (Currently Amended) A computer program product stored on computer-readable media comprising instructions for causing a computer system to:

produce a marketing campaign comprising a plurality of offers specified by templates and/or rules from which one or more of the offers are identified for targeting specific individuals, with at least one of the offer data processing rules being a set of time based rules, the time based rules including at least one of a direct rule that immediately instantiates offers based on an offer campaign, a triggered rule that instantiates offers based on the occurrence of particular conditions, and a staged rule that instantiates offers based on user interaction with previous offers;

receive a selection of one of the time based rules to determine ~~determining~~ a subsequent set of offers to send to based on a predetermined time interval ~~as the specific individuals interact with each of the set of offers;~~

prioritize the set of offers for an individual to determine which offer or offers from the set of offers should be sent to the individual, ~~with prioritizing being based at least in part upon at least one privacy characteristic defined by the individual;~~

select a prioritized offer from the prioritized set of offers for delivery to the individual associated with the prioritized set of offers; and

cause a delivery of the selected prioritized offer to the associated individual over one of a plurality of different types of delivery channels, associated with the prioritized offer.

34. (Currently Amended) The computer program product of claim 33 ~~wherein~~ further comprising instructions to: determine ~~determining~~ a channel to select is based at least in part on a user's response to an offer.

35. (Currently Amended) The computer program product of claim 33, further comprising instructions to: limit the number of prioritized offers using ~~the~~ at least one privacy characteristic defined by the individual in the form of feedback from the customer to prohibit or limit the frequency of various types of offers.

36. (Currently Amended) The computer program product of claim 33 wherein ~~selecting from the set of offers further~~ delivering the selected prioritized offer comprises instructions to:

allocate the selected prioritized offer according to a capacity associated with each of the channels.

37. (Previously Presented) The computer program product of claim 33 wherein the capacity of the channels is related to monetary costs associated with of the channels.

38. (Previously Presented) The computer program product of claim 33 wherein the capacity of the channels is related to a physical capacity of the channels.

39-43. Canceled.

44. (Previously Presented) The computer program product of claim 33 wherein instructions to produce a marketing campaign comprises instructions to:

- prepare data characterizing conditions under which the offers are delivered;
- prepare data characterizing target groups of individuals associated with the offers; and
- prepare data characterizing information to deliver with the offers.

45. (Previously Presented) The computer program product of claim 33, further comprising instructions to:

- track activities of the individuals to whom the offers were targeted; and
- report statistics related to an effectiveness of the plurality of offers.

46. (Previously Presented) The computer program product of claim 33, further comprising instructions to:

- track activities of the individuals to whom the offers were targeted; and
- present a sequence of related offers to those individuals based on their tracked activities.

47. (Canceled)